

SAFETY FEATURE OF PATHFINDER '12'

Low Centre of Gravity and
Other Factors Assure Sta-
bility of Car.

In the keen interest aroused by the ap-
pearance of the revolutionary new
Pathfinder, the many novel features of
the car should not be allowed to obscure
the fact that this model marks a great
stride toward safety in high powered
cars, according to W. E. Stalaker, vice-
president of the Pathfinder Company.

Pathfinder 12 Cylinder 4 Passenger Roadster.



"The Pathfinder this year made note-
worthy progress in the direction of
safety which means so much to the
driver of the high powered car," said
Mr. Stalaker yesterday. "In a high
powered car safety is of utmost impor-
tance, and must be given special consid-
eration. Nearly all manufacturers try to
build new safety factors into their high
powered models.

"In our twelve cylinder seven pas-
senger touring roadster we began as if
at the beginning, casting aside all pre-
conceived ideas, which had only the
stamp of conventional approval to war-
rant their utilization. In this way we
were able to construct a chassis along
new lines and to bring forth new ideas
made for safety as well as for comfort.

"Many expert designers who have seen
the chassis tell us that it outdoes in
safety anything in America or Europe
ever exhibited, and that it carries out
ideas for which the foremost foreign de-
signers were groping when the war took
them from their task of creation.

"The low centre of gravity of the
Pathfinder chassis is an essential factor
for safety. The frame of the new model
is eight inches deep, about 30 per cent
deeper than last year's model, and at the
rear is sixty inches across, so that the
top of the frame acts as the lower sill
of the body.

"The rear springs, mounted directly
under the frame, give great safety in
that they prevent side sway and the
trouble that so often develops with a
spring mounted on a bracket. Shock
absorbers at all points assure the motor-
ist that the car will hug the roadbed
and in making turns escape skidding,
which frequently results from centrifugal
force acting freely on the car when in
mid-air from the bumps and unre-
strained rebound of the ordinary spring.

"It is interesting to note that most of
the factors that make the new Path-
finder chassis safe also make it an ideal
car for the work of the special body
makers, who more and more are being
called on by motorists to construct in-
dividual bodies for the high powered
chassis of this type."

HAYNES TRIPLES OUTPUT.

Plant Facilities Expanded to Keep
Up With Demand.

"While a good motor car is good for
twenty years if it's treated right, very
few people take such care of their cars,
so the life of a car is usually five years,"
Don L. Watson, assistant general man-
ager for the Haynes Company, said yes-
terday. "This requires many replace-
ments.

"We folks at the Haynes factory are
keeping right on doubling and redoubling
our facilities. In 1917 we will build
three times as many thousands of cars
as we did last year. And they are
mostly going to be sold by our present
dealers, whose demands will be two and
three times as great as in 1916. We
shall have to add very few new Haynes
dealers.

"We are sure there will be more than
enough purchasers."

ELECTRIC STARTER BOOMED INDUSTRY

Device Which Abolished
Cranking Caused Big Jump
in Auto Sales.

By WILLIAM PARKINSON,
Metropolitan Distributor for Stutz
Cars.

The self-starter is known to be a prime
cause of the phenomenal sales of auto-
mobiles. Nor is the connection difficult
to trace. It removes the great bugaboo
that kept many from using the gasoline

needs, and so rapidly have they adopted
it that in many parts of the country the
women drivers seem to outnumber the
men.

That automobiles will continue their
phenomenal sales records seems certain
at least for several years to come. Every
family needs and desires an automobile
and many families have several. With
the great majority of producers getting
far more for their products, whether
labor or merchandise, it stands to reason
that the auto, which on the whole has not
increased in price, will sell with even
greater rapidity.

For this increase, past and future, the
sales managers will of course take credit,
but really the simple electric starter, al-
ways on the job and ready day or night
to serve if only a button be pushed, is
the one supreme salesman of all. It is
noticeable that each year more and more
women visitors are attracted to the
Stutz booth, and this is without doubt
due to the self-starter.

LEAVITT CO. HARBOUR AGENT.

Will Handle Line in California,
Nevada and Arizona.

Negotiations, begun several weeks ago,
have been concluded at the Automobile
Show by which J. W. Leavitt & Co.
of San Francisco become Harbourn dis-
tributors for California, Nevada and
Arizona. The contract is for five years,
and was signed by John J. Plath, Har-
bourn director of merchandising, and
by A. D. Plughoff, vice-president and
general manager of the Leavitt Com-
pany. It entitles the latter to 8 per
cent. of the Harbourn output and calls
inferentially for 1,500 cars during the
eight months of 1917 following April 1—
a valuation of nearly \$900,000.

The Leavitt Company sold more than
10,000 cars last year, and has been for
some time the largest distributor of
motor cars in the world. The San Fran-
cisco headquarters of the combination
will be in a large new building now
nearing completion, which will be the
most costly plant of its kind on the
Pacific coast.

"Mr. Leavitt and I decided on the
car as soon as we heard that Mr. Har-
bourn had designed one," declared Mr.
Plughoff yesterday. "I started east im-
mediately to open negotiations. This
is my third trip, and I am going back
with contract number 1 of the Harbourn
Motors Corporation in my pocket.

automobile. It wipes out the labor of
getting the engine going and the fear of
not being able to start. It eases the
otherwise practically perfect structure
and removes its greatest objection.

So long as everybody aspired to larger,
heavier and more powerful cars engines
had to grow in size or number of cylin-
ders and steadily became more difficult
to turn over rapidly. Their multiple
cylinders demanded many sparks which
were not readily supplied by batteries,
and so magnets were adopted. But
the magnets must be turned rapidly or it
will not spark properly. Finally fuels
became heavier each year and harder to
vaporize. So everything seemed to work
together to demand a self-starter. When
it came before the public fully developed
its adoption was wonderfully rapid.

While many other features, like the
number of cylinders used, have been
matters of interest to the buying public
and have caused much discussion none
so quickly and largely influenced the
buyers as the starter. The auto, once
considered the special care of the hired
chauffeur, became the servant of every
one who cared to push a pedal and turn
the steering wheel.

The effect on sales, especially in Stutz
cars, was magical. On every hand
agents' allotments fell far too short and
every effort was put forth by the various
factories to get more material. Produc-
tion methods before undreamed of be-
came the accepted thing and production
costs dropped rapidly until to-day the
modern automobile stands at the head of
the list of things that embody superior
value with really popular prices.

Advertising itself on the highways and
byways as no other mechanical structure
had done, it was not popularly adopted
because of the defect of difficult starting,
and when this was removed by the self-
starter it bounded forward on an era of
popular favor as the waters of a broken
dam rush down a valley.

Particularly needed by the women and
children and the aged and infirm mem-
bers of the family, it only lacked relief
from the starting worry to fit it to their



MARTIN E. CROW.

PUBLIC NOW MOTOR WISE.

H. A. Matthews Says Many Factors
Are Considered Before Purchase.

The public now weighs motor car
worth to a greater extent than formerly
because the automobile has now come to
be regarded as a staple article, like real
estate, furniture, machinery and other
units involving a large expenditure, ac-
cording to H. A. Matthews, treasurer of
the Jackson Automobile Company.

"Motor car buyers don't rely on first
hand impressions now," Mr. Matthews
said. "They consider the dollar for dol-
lar value and buy in accordance with
the real worth of the car—its durability,
economy and so forth.

"The motor car buyer is also wary of
any car that he has reason to think may
soon become an orphan—that is, a car
that may cease to be manufactured. Such
cars for obvious reasons always
decrease in value quickly after the man-
ufacturer which manufactured them dies."

BIG OWNER SERVICE IN CROW-ELKHART

Factory Records Show What
Many Cars Are Doing All
Over Country.

By MARTIN E. CROW,
President Crow-Elkhart Motor
Company.

There is only one way to build dur-
ability into an automobile. The manu-
facturer must use experience as his guide.
It is impossible to start out to-day and
construct a new car, from the ground
up, and be absolutely sure that it will
stand up under all conditions of service.

Years ago we made it a definite policy
in our factory to constantly check up on
all cars we had in service. We encour-
aged owners to write us and tell us of
any cases where their cars needed ad-
justments or repairs. We watched all
our cars in their millions of miles of ser-
vice, and it was very easy for us to tell
in all cases whether the things which
had happened were faults of the owner
or faults of the car. When we knew
that they represented a basis for im-
provement in our construction we con-
centrated on such improvement immedi-
ately and left no stone unturned until
we were sure that we had so fortified
our car that the same fault could not
possibly appear again.

During the past year we have been
getting letters from owners telling of
150,000 to 200,000 miles of service from
individual cars, with the casual state-
ment that they have been regularly run-
ning eighteen to twenty-six miles on a
gallon of gasoline and 1,000 miles on a
gallon of oil. Our cars negotiate the
deepest sand and muck, they do heavy
farm work and mountain work in a way
that means constant satisfaction and big
money savings to the owners. Their up-
keep records are remarkable. One owner
reports 150,000 miles of service with only
35 spent for adjustments and a few minor
replacements.

Because year after year we have im-
proved and refined our cars, we feel that
to-day the "Nine Year Chassis" is very
close to practical perfection. No car is
perfect, but in this price division we
know of no automobile which shows quite
the high degree of durability in wear and
tear resistance, such a wonderful capac-
ity for assimilating punishment without
showing it, as our sturdy Crow-Elkhart.
To make our cars strong we build
them practically from the ground up in
our own plants. Even the bodies are

built in our own coach shops, and they
are constructed so as not to develop
"body noise," to be sound and lasting.
They are sawed, not bent. All braces
are vulcanized into the wood at white
heat, giving rigidity. Felt padding be-
tween wood and metal eliminates body
squeaks.
Recently a Crow-Elkhart "35" covered
300 miles over some of the worst roads,
hills and sand in the United States be-
tween Elkhart, Ind., and Cincinnati, Ohio,
with gears locked in high.

The New Hupmobile

Style—with—performance.
That's the new Hupmobile.
Beauty a full year ahead.
Every wanted style-feature.
With Four-Cylinder Per-
formance that sizes, eights
and twelves cannot beat.
Main Floor, Automobile
Show.

The Capital-to-Capital Hup-
mobile—fresh from its 20,000 mile
endurance tour to all the State
capitals—will be a big attraction
at the Automobile Show. See it.

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Hudson Super-Six

As Every Visitor Knows, is the

Center of the Show

With the Patented Motor, Which, in One Year,
Won All the Chief Laurels of Motordom

Space A-13

At last year's Show, as you remember,
two new motor types appeared as suc-
cessors to the light-weight Six.

One was the V-type motors—one the
Hudson Super-Six.

Both were created to overcome the
limitations of the Six. That is, to mini-
mize vibration, the cause of motor wear
and friction, of wasted power and short
endurance.

The trend before then was to Eights
and Twelves.

The Super-Six is different from any other Six. This motor invented and patented by Hudson
adds 80 per cent to motor efficiency. That is, to power and endurance.

That is why it won every worth-while record. Why it won at Pike's Peak the world's record in
hill-climbing. Why it broke the 24-hour record by 52 per cent. And why it twice broke, in one con-
tinuous round-trip, the transcontinental record.

Its double endurance won its supremacy—its freedom from friction and wear. And the feature
which did that is found only in the Hudson Super-Six.

See our new gasoline saver. See our new luxury bodies.

Pride of ownership, when you buy a fine car, will bring you to the Hudson Super-Six. For what
is the charm of a great car if another car is greater?

With the Hudson Super-Six you are the recognized master of every motoring situation.

It is the greatest car on exhibit. And, because of its vast superiority, it is the only permanent
type we know.

There are eight beautiful open and closed body types.

In the past year, the Super-Six won that
contention. In a hundred tests it proved
its vast supremacy. Now it appears as
holder of all the worth-while records.

As the largest-selling fine car in the
world.

As the conceded monarch of this field.

Some makers who, a year ago, built
Eights and Twelves have quit them. The
pendulum swung back to the Sixes—The
Hudson Super-Six.

The Hudson Super-Six holds undis-
puted leadership.

HUDSON MOTOR CAR COMPANY, DETROIT, MICHIGAN

HUDSON MOTOR CAR COMPANY of N. Y., Inc.

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1184 Bedford Avenue, Brooklyn

Newark: 34 Halsey Street
Bronx: 438 East 149th Street
Yonkers: Proctor Building

Jersey City: 2529 Boulevard
New Rochelle: Maine St. and Center Ave.
Mount Vernon: Proctor Building
Hoboken: 217 Hudson Street



Afloat! Every roadway a Grand
Canal—smooth and buoyant—to be
enjoyed in tranquil comfort and luxury

And with the added element
of far-reaching speed—range-
ability such as the grand
dames of Venice the magnifi-
cent never dreamed.

Smooth power!

A world's vision realized—
for you.

Through all ages refinement
has asserted itself by its su-
perior modes of travel. But
with the coming of the supple

and powerful Twin-six motor
—and the development of
sumptuous Packard body-
styles—that superiority has
taken on an entirely new
significance.

There's a new joy in auto-
mobile riding.

Yours—now! The delight-
ful sensation of power afloat
—which you yourself must
experience to fully appreciate.

Choice of twenty body styles. Prices, open cars, \$3050 and \$3500, at Detroit
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Building Arcade, 165 Broadway. Branches at Brooklyn, Hartford, Long
Island City, Newark, Paterson, Pittsfield, Springfield and White Plains.

Packard
TWIN-6